New product development

Academic Year: (2017 / 2018) **Review date: 06-04-2017**

Department assigned to the subject: Business Administration Department

Coordinating teacher: MELNYK , VOLODYMYR

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required.

OBJECTIVES

Skills to be acquired

General skills
*CG1: Solid theoretical knowledge of Marketing and Market Research.
*CG20: Creativity or ability to generate new ideas

Specific skills:
*CE8: Analysis, evaluation and decision making on product and brand (development strategies, launch and positioning, product life-cycle management, brand value, and know the legal framework that rules products and brands management)

Learning objectives:
¿ Understand the basic analytical economics skills for new product planning tools.
¿ Learn how new products are developed and the factors that influence success and failure at each stage of development.

DESCRIPTION OF CONTENTS: PROGRAMME

Micro-foundations of investment decisions in R & D: Optimal investment and profits. Funding of R & D and the relationship between innovation and entrepreneurship. The intellectual property rights: the role of patents.
The process of marketing to develop new products
Marketing strategies to market new products
The diffusion process

LEARNING ACTIVITIES AND METHODOLOGY

Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

ASSESSMENT SYSTEM

Your final grade will be assigned based on:
Participation in-class, discussion, assignments, quizzes and cases studies: 60%
Final exam: 40%.
In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

% end-of-term-examination:	40
% of continuous assessment (assigments, laboratory, practicals…):	60

BASIC BIBLIOGRAPHY

- Crawford, C. M. and C. A. Di Benedetto New Products Management 10th ed., Boston: McGraw-Hill., 2011